

Oakland Pro

THE MAR 23 1960

Grid Team

Picks Colors

Oakland's new professional football team today decided on black and orange as its uniform colors.

Head Coach Eddie Erdelatz also explained the uniform style.

The players will wear black helmets, black jerseys, with three orange stripes on the arms and with white numerals on the front, back and shoulder. The pants will be white, with a black and orange stripe on the sides.

Erdelatz said the uniforms are similar to those worn by the Chicago Bears of the National Football League.

Erdelatz also announced that the club is awaiting an OK from American Football League Commissioner Joe Foss to release the names of the players drafted by Oakland from the loop's seven other clubs.

The team completed its first draft of seven men Monday, but Foss has to give his OK before any public announcement is made on the names.

"We expect to hear from Foss sometime today," Erdelatz said.

Grid Team Named THE APR 5 - 1960 'Oakland Senors'

"The Oakland Senors!"
That's what Oakland's American Football League entry will be called.

"The Senors" was selected from more than 10,000 entries submitted in the contest run by the Oakland Junior Chamber of Commerce in cooperation with the Tribune to find a name for Oakland's new professional football team.

The winner — Miss Helen Davis of 20 Rio Vista Ave., Oakland. She is a police-woman for the Oakland Police Department in the juvenile division.

Seven people submitted the name "Senors," but it was

Miss Davis' letter that won her a trip for two to Acapulco, Mex., as the top prize in the contest.

Miss Davis' prize winning letter was selected by a committee including Chet Soda, general manager of the Senors; George Jacopetti, chairman of the Oakland Stadium Committee; Harold Price, president of the Oakland Junior Chamber of Commerce; Councilman Dan Marovich; and Francis Dunn, Chairman of the Alameda County Board of Supervisors.

(See Sports Section for picture, complete list of winners).

PRO GRIDDDERS

Now It's

Hi, Raiders!

(Bye, Senors)

C'mon, RAIDERS!"

Sombreros and serapes were tossed aside today as Oakland's embryo pro football team discarded the name "Senors."

Give 'em a knife and a gun and turn 'em loose. They're officially the "Raiders."

The new title was adopted this morning at a breakfast meeting of the American Football League club owners, Oakland Junior Chamber of Commerce representatives, and judges in the contest that originally picked the name Senors.

CHANGE INDICATED

That selection touched off an almost unanimous and extremely vociferous disapproval. A change to something more appropriate for a gang of pro football warriors was immediately indicated.

Club owners voted today to present prizes to the 26 persons who selected the name "Raiders" in the contest. These will duplicate prizes already awarded to those who selected "Senors."

Kendrick Martin, 4140 Dublin Blvd., Hayward, becomes the new first place winner on the strength of his 25-word statement supporting the name "Raiders" which was judged the best. He gets a trip for two to Acapulco, Mexico.

Second place winner A. R. Yriberri, 4 Keith Drive, Orinda, gets a trip to Los Angeles to see the Raiders meet the Chargers. Roland R. Risch, 2033 Oak Park Blvd., Walnut Creek, wins two season tickets for Raiders home games. Twenty-three others will get two tickets for any Raiders home game they select.

FIGHTING NAME

Martin said he chose the name "Raiders" "because our team and its supporters must be fired and inspired by a fighting name. 'Raiders' implies early, sustained offense, carrying the fight to the opponents."

The selection, finally approved by the club owners, is "all we and the people of the Bay Area could wish for," Y. C. (Chet) Soda, general manager of the team, declared.

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"We certainly appreciate the fans' interest in our club," he added. "Public sentiment disapproved of 'Senors.' We hope everyone will like 'Raiders' as much as we do."

The name "Senors" was originally selected from more than 10,000 entries in a "Name the Team" contest. Miss Helen A. Davis, Oakland policewoman, won the top award.

AWARDS MADE

Twenty-seven others had winning entries in the contest and have received their awards or will get them in the near future.

New winners of single-game tickets are:

Dan Mahoney, 1983 Reliez Valley, Lafayette; Jerry Phillips, 15317 Elvina Drive, San Leandro; William J. O'Connell, 635 Merrimac St., Oakland; Robert M. Turner, 1629

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Out-NO

It's 'Raiders'

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Hickory Ave., San Leandro;
Lee Sudweeks, 99 Hawthorne
Dr., Pleasant Hill; Nap Dokos,
4841 Brookdale Ave., Oakland;
Harold O. Elliott, P.O. Box
83, Rio Vista; Betty Billett,
757 Trestle Glen Rd., Oak-
land; P. M. Wall, 1210 Dart-
mouth, San Leandro; Frank
Medina, 1076 Morris Ct., San
Jose; Henry Anderson, 1725 -
27th Ave., Oakland; Mrs. C. L.
Freitas, 23470 Jorgensen Lane,
Hayward; Mrs. M. F. Alexan-
der, 4124 Lincoln Ave., Oak-
land; Jerry Reichhardt, 542
Broadmoor Blvd., San Lean-
dro; Paul W. De Leon, 3800
Monterey Blvd., Oakland;
Frances Welsh, 192 - 41st St.,
Oakland; Ed Montgomery,
5929 Marie Way, Oakland;
E. A. Baumgartner, 3141 Con-
suelo Rd., Concord; William
Bauldry, 192 Marshall Ave.,
Walnut Creek; Jack Heyden,
207 Lee Ave., Livermore;
E. W. O'Connor, 1015 E. 17th
St., Oakland; Charles E. Jank,
Rm. 214, 1212 Broadway, Oak-
land; Lowell W. Thompson,
5226 Market St., Oakland.

Economic Value of Oakland Stadium

TR 5C MAY 8 1960

Editor: Oakland needs a stadium to generate more economic activity.

One of the great problems facing Oakland, and all cities, is that homes do not pay their own way for the cost of government services. Cities must depend upon the industrial and commercial taxpayers to make up the difference in the cost of government.

This is true in Oakland, particularly, because so many industries which normally would be in Oakland's taxing area are located in Emeryville. Moreover, Oakland is faced with the problem of providing services to a daytime population of 100,000 more than its actual population. At the same time, the presence of large shopping centers outside the perimeter of Oakland has reduced the sales tax return from our commercial areas.

For these reasons it becomes imperative that we generate more revenue from other sources in order to relieve the ever-increasing tax burden on the Oakland homeowners and businessmen.

According to hotel owners, a coliseum or stadium would bring a new first-class hotel to our city. The president of one of the nation's largest airlines has also stated that a new hotel in Oakland would bring more scheduled flights of major airlines to our new airport.

Through our policy of increasing revenue from

sources such as: parking meters, business license taxes, sales tax, service fees and charges, the property owner's share of government cost in Oakland has been cut from 90 per cent to 49 per cent.

This is why, then, when New York City and Los Angeles built their coliseums, and, when San Francisco built Candlestick Stadium, the community leadership in each case was provided by industrial and commercial interests, conservative and otherwise, and by enlightened homeowners.

There are good reasons why coliseums, stadiums, and sports centers are known as economic generators in the business world. People attend such events by the tens of thousands, spending their money at the hotels, the restaurants, the department stores, the gas stations, the gift shops, and, in manners too numerous to mention. For example, San Francisco's Candlestick Stadium cost \$15,000,000 to build. The spokesmen for San Francisco Taxpayers stated that the Giants alone in their first year at Seal's Stadium attracted \$15,000,000 to their economy.

This is why San Francisco welcomes with open arms the thousands of Oakland and East Bay sports fans who are spending millions of dollars of their recreation and entertainment budgets in the city across the Bay. And, mind you, those are the dollars

that would increase Oakland's sales tax returns and help to relieve the tax burden which the homeowners are carrying.

This is why San Francisco has worked so diligently for exclusive ownership of these economic generators. This is why they attracted United Airlines with its 6,000 employees and its annual payroll of over \$40,000,000 from Oakland. This is why they would even now raid our Oakland Raiders. Millions of dollars have been given to San Francisco economy and have been lost to Oakland because the businessmen and taxpayers of San Francisco have provided the leadership and donated funds to bring the Giants, the 49ers, the finest opera, symphony, theaters, museums, and Candlestick Stadium to their city. They have recognized early that cultural and recreational facilities not only enrich their social lives but that such facilities are responsible for bringing an increasing flow of dollars from all over, especially Oakland.

This is why we need a coliseum of our own for recreational, sports, and cultural activities. This is how we can stop the flow of our dollars out of Oakland. The coliseum is an investment. It is a generator of economic activity, a money maker to bring income and tax relief to our city.

—WAYNE E. THOMPSON,
City Manager.